

EX PARTE OR LATE FILED

ORIGINAL



Robert W. Quinn, Jr.  
Director - Federal Government Affairs

Suite 1000  
1120 20th St., NW  
Washington, DC 20036  
202 457-3851  
FAX 202 457-2545

May 30, 2000

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MAY 30 2000

FEDERAL COMMUNICATIONS COMMISSION  
OFFICE OF THE SECRETARY

Ms. Magalie Roman Salas  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Room TWB-204  
Washington, D.C. 20554

RE: Notice of Ex Parte Contact  
Second Application by BellSouth Telecommunications, Inc. and BellSouth  
Long Distance, Inc. for Provisioning of In-Region, interLATA Service in  
Louisiana, CC Docket No. 98-121

Dear Ms. Roman Salas:

On Wednesday May 24, 2000, a copy of the attached ex parte letter from Robert W. Quinn, Jr. to Magalie Roman Salas dated May 24, 2000 in the aforementioned proceeding was provided to Rebecca Beynon, Legal Adviser to Commissioner Furchgott-Roth, Jordan Goldstein, Legal Adviser to Commissioner Ness, Dorothy Attwood, Senior Legal Adviser to Chairman Kennard, Sarah Whitesell, Legal Adviser to Commissioner Tristani, and Kyle Dixon, Legal Adviser to Commissioner Powell.

Two copies of this Notice are being submitted to the Secretary of the FCC in accordance with Section 1.1206 of the Commission's Rules.

Sincerely,

Attachments

cc: R. Beynon (w/o attachment)  
D. Attwood (w/o attachment)  
K. Dixon (w/o attachment)

J. Goldstein (w/o attachment)  
S. Whitesell (w/o attachment)

No. of Copies rec'd 0  
List A B C D E



Robert W. Quinn, Jr.  
Director - Federal Government Affairs

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May 24, 2000

Ms. Magalie Roman Salas  
Secretary  
Federal Communications Commission  
1919 M Street, NW, Room 222  
Washington, D.C. 20554

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FEDERAL COMMUNICATIONS COMMISSION  
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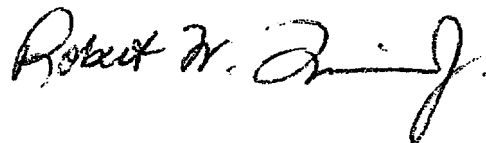
Re: Notice of Ex Parte contact  
Second Application by BellSouth Telecommunications, Inc. and  
BellSouth Long Distance, Inc. for Provisioning of In-Region, interLATA  
Service in Louisiana, CC Docket No. 98-121

Dear Ms. Roman Salas:

On Tuesday May 23, 2000, I had a telephone conversation with Radhika Karmarker of the Enforcement Bureau during which I advised of AT&T's intent to file a Motion for Expedited Decision on Pending Petition for Reconsideration in the aforementioned docket. In addition, I provided Ms. Karmarker, Glenn Reynolds, and Mark Seifert of the Enforcement Bureau via email with copies of the enclosed Affidavit of Robert M. Aquilina which be an attachment to that Motion as well as a copy of the ex parte letter previously filed in this proceeding on April 12, 2000 (a copy of that email communication is attached hereto). Specifically, I also discussed the why the PIC selection process must be a competitively neutral process consistent with the Commission's decision in the Ameritech Michigan 271 Order. The views expressed by AT&T at this meeting were consistent with its written comments on file at the Commission.

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Sincerely,

A handwritten signature in black ink, appearing to read "Robert W. Zing". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Attachments (3)

cc: G. Reynolds  
R. Karmarker  
M. Seifert

Quinn,Robert W,JR - LGA

---

From: Quinn,Robert W,JR - LGA  
Sent: Tuesday, May 23, 2000 4:57 PM  
'greynold@fcc.gov'; 'rkarmark@fcc.gov'; 'mseifert@fc.gov'

Attached please find a copy of the Robert Aquilina affidavit and our April 12, 2000 ex parte. The affidavit will relate to our Motion to Expedite Reconsideration Petitions filed in 98-121. I will file this email and the attachments as part of an ex parte in 98-121.

Thank you. Please contact with me any questions related to this material.



Aquilina Declaration



12 Apr 00 ex parte

Robert W. Quinn, Jr.  
AT&T  
Federal Govt. Affairs  
Voice: (202) 457-3851  
Fax: (202) 263-2655  
Cell: (202) 256-7503  
Email: rwquinn@att.com

This message and any attachments to it contain **PRIVILEGED AND CONFIDENTIAL ATTORNEY/CLIENT COMMUNICATION AND/OR WORK PRODUCT PREPARED AT THE REQUEST OF COUNSEL IN FURTHERANCE OF OR IN PREPARATION TO LITIGATION** intended exclusively for specific recipients. Please **DO NOT FORWARD OR DISTRIBUTE** to anyone else. If you have received this e-mail in error, please call Julia Brown at (202) 457-3897 to report the error and then delete the message from your system.



"ILECs") have been the only entities permitted by law to provide local service. Even today, four years after the Telecommunications Act of 1996 tilted the legal barriers to local competition, Bell Atlantic controls 85%-90% of the local access lines in the areas of New York that it serves. As a direct consequence of Bell Atlantic's enduring local monopolies, customers seeking to establish local telephone service, either initial telephone service or the addition of a new line, still virtually always call Bell Atlantic. When they call Bell Atlantic to initiate local service, customers generally also select it long distance carrier as their Primary Interexchange Carrier or "PIC." Indeed, AT&T today obtains over 50 percent of its PICs via this channel,

4. It is extremely important that this "LEC-connect" channel through which most customers choose their preferred long distance carrier remain free from improper discrimination. In light of the competitive significance posed by PIC selection during the initiation of local service, both the court administering the consent decree that broke up the Bell System (the "MFJ Court") and the Federal Communications Commission ("Commission") required that incumbent LECs remain absolutely neutral during the PIC selection process. Bell Atlantic, for example, was forbidden from recommending or endorsing (or in any way favoring) any long distance carrier.

5. In 1997, however, the Commission held as part of its consideration of BellSouth's 271 application for South Carolina that - once it obtained section 271 authority - a Bell Operating Company ("BOC") could recommend its own long distance service so long as it contemporaneously advised the customer of the right to select a long distance carrier and offered to read a random list of available long distance providers. The Commission reaffirmed that ruling in its order rejecting BellSouth's second

application for 271 authority for Louisiana.

6. Fortunately, until recently, BOCs had little economic incentive to favor any particular long distance carrier because no BOC had been granted section 271 authority to provide in-region long distance service.<sup>1</sup> In December 1999, however, the Commission granted Bell Atlantic the authority to provide interLATA services in New York. As a result, Bell Atlantic now has both the power and the incentive to favor its long distance affiliate -- and to disfavor competing long distance providers -- during the PIC selection process,

7. AT&T's Consumer Services organization recently noticed that New York customers choosing AT&T as their PIC via the Bell Atlantic LEC-connect channel were declining precipitously. In order to understand what was causing this decline, AT&T made some test calls to Bell Atlantic's customer service centers in New York to see how they were handling PIC selection. Those test calls suggested that Bell Atlantic was not complying with even the minimal standards from the Commission's *BellSouth South Carolina* decision,

8. AT&T accordingly retained an independent third party consumer survey organization, Elrick & Lavidge, to conduct a study of Bell Atlantic's handling of inbound calls initiating local service. Although AT&T funded the study, Elrick & Lavidge were at all times responsible for designing and conducting the study. The study report is attached hereto as Exhibit A, and it describes the methodology used during the study.

---

<sup>1</sup> This did not prevent at least two RBOCs from attempting to sidestep the requirements of 271 and to favor their long distance partner. The Commission appropriately blocked this attempt to evade the Act's requirements. See *AT&T Corp. v. Ameritech Cm-p.*, File No. E-98-41, ¶¶ 5, 53-63 (rel. Oct. 7, 1998) ("*Qwest Order*"), *aff'd*, 177 F.3d 1057 (D.C. Cir. 1999).

9. The study confirms that Bell Atlantic is treating the Commission's relaxation of core equal access requirements in the South Carolina and Louisiana II orders as a license to flout its equal access obligations and to channel customers to Bell Atlantic long distance service. For example, Bell Atlantic *failed* to tell callers that they had a choice of long distance carriers 64% of the time. In addition, Bell Atlantic did *not* offer to read a list of long distance providers on 95% of the calls.

10. In addition to improperly steering the customer to its long distance affiliate during the PIC selection process, Bell Atlantic also attempted to have the customer change the PIC to Bell Atlantic for long distance service on their primary lines 5% of the time. It also appears that Bell Atlantic is improperly using proprietary information regarding existing customers' long distance choices to market its own long distance services during inbound calls to obtain local service. Thus, on 26% of the calls seeking to establish service on a second line, Bell Atlantic identified the caller's current long distance provider on the primary line.

II. Such blatant discrimination and Favoritism has already resulted in a significant decline in AT&T PIC selections obtained when customers call to obtain local service. Because Bell Atlantic has been the sole provider of local service in its serving areas for more than 100 years, and because it still provides service to 85%-90% of New York residential customers in its territory, consumers call Bell Atlantic to order new service or add a second line. And, when they do so, they naturally select a long distance carrier as well. By abusing its monopoly position, Bell Atlantic can give -- and has given -- its affiliated long distance provider an undeserved competitive advantage, one which the Telecommunications Act of 1996 intended to foreclose Irreversible damage to the

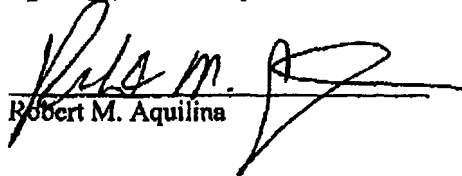


otherwise highly competitive long distance marketplace in New York will occur unless the Commission acts promptly to stop this improper favoritism.

12. Bell Atlantic's actions demonstrate that BOCs will, if given the opportunity, inevitably act in their own economic interest during the PIC selection process and discriminate against other long distance providers. Accordingly, the Commission should preclude ILECs from marketing long distance service during inbound calls to obtain local service – as it had done for many years in enforcing bright-line rules against any endorsements in this context.

I declare under penalty of perjury under the laws of the United States that the foregoing is true and correct to the best of my knowledge and belief.

Executed on May 11, 2000, at Basking Ridge, New Jersey.

  
Robert M. Aquilina

Robert W. Quinn, Jr.  
Director - Federal Government Affairs

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APR 13 2000

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OFFICE OF THE SECRETARY



Suite 1000  
1120 20th St., NW  
Washington, DC 20036  
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April 12, 2000

Ms. Magalië Roman Salas  
Secretary  
Federal Communications Commission  
445 - 12<sup>th</sup> Street, SW - Room TWB-204  
Washington, D.C. 20554

Re: Notice of Ex Parte meeting  
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Long Distance, Inc. for Provisioning of In-Region, interLATA Service in  
Louisiana, CC Docket No. 98-121

Dear Ms. Roman Salas:

On Wednesday April 12, 2000, Rob Middleton, Robin Wolkoff, David Brock, and I of AT&T met with Larry Strickling, Bob Atkinson, both of the Common Carrier Bureau and Johanna Mikes and Ann Stevens, both of the Common Carrier Bureau's Policy and Program Planning Division, to discuss issues related to the foregoing proceeding. Specifically, we discussed the why the PIC selection process must be a competitively neutral process consistent with the Commission's decision in the Ameritech Michigan 271 Order. The attached document was presented and discussed during the meeting. The views expressed by AT&T at this meeting were consistent with its written comments on file at the Commission.



Recycled Paper

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Sincerely,

*Cw f/Robert Quinn*

Attachment

cc: Larry Strickling  
Bob Atkinson  
Johanna Mikes  
Ann Stevens  
Glenn Reynolds  
Mark Seifert  
Tonya Rutherford  
Richard Welch  
Brad Berry

**MARCH, 2000**



## **Background and Purpose**

When adding another telephone line to the household, consumers must contact their local telephone company. At that time, they must also choose a long distance company for the new phone line.

The purpose of this study was to understand the procedures that Bell Atlantic employs in marketing its LD service to customers establishing service for additional phone lines in New York. When provisioning an additional line, Bell Atlantic is permitted to recommend its own LD service, but must contemporaneously:

- state that the customer has a choice of LD providers (even if the customer does not ask about LD provider options)
- offer to read a list of the available LD providers (even if the customer does not ask to hear a list of their LD company options)

Additionally Bell Atlantic is not permitted to use its privileged information regarding the customer's LD provider on their primary line, in order to encourage switching to Bell Atlantic LD service for the existing line.

Compliance with the above rules was assessed through test calls to Bell Atlantic's residential service office.

## **Methodology**

Elrick & Lavidge, an independent marketing research firm, placed a total of 300 test calls to Bell Atlantic customer service to request additional phone lines for existing residential accounts. Each test caller lived in New York state, and had Bell Atlantic local telephone service. Both those who had AT&T and CCC LD service on their primary line were included in this study.

All calls were placed to the Bell Atlantic residential service number found in the local Bell Atlantic phone book. Calls were placed between March 8-17, 2000, and were dispersed throughout the day and evening, on weekdays and on Saturday. Callers queried Bell Atlantic representatives using a structured script that detailed the specific information that should be shared with the Bell Atlantic representative. In particular, test callers were instructed:

not to indicate which LD provider was desired for the new line  
(to say "Oh, I'm not sure" if the Bell Atlantic representative  
asked which long distance company was desired)  
not to ask the Bell Atlantic rep which LD providers were  
available  
not to specify which LD provider is being used for the existing  
line unless asked by the Bell Atlantic representative

Before hanging up, each caller cancelled their order by indicating that they needed to consult another household member and did not want the order placed at this time.

After close examination of the completed call sheets, Elrick & Lavidge made a decision to pull 39 of the test calls and not include them in the final set of data. This was done because it was felt that the call was terminated too quickly, and as such, did not provide Bell Atlantic with adequate opportunity to be compliant. Therefore, the results stated in this report are based on a total of 261 test calls.

### **Summary of Findings**

#### ***Did Bell Atlantic market its LD services for the additional line being ordered?***

- Bell Atlantic reps very ardently promote Bell Atlantic long distance service. Over half (55%) of the callers were informed that Bell Atlantic currently offers LD service, and were asked if they wanted Bell Atlantic long distance service for the new line. Furthermore, in roughly half (47%) of the calls, Bell Atlantic was the only company mentioned for long distance service on the new line.

***Did the Bell Atlantic rep indicate that the caller had a choice of LD providers, independent of the caller's prompting?***

- In two out of three (64%) test calls, callers were not told by the Bell Atlantic rep that they have a choice of companies to provide long distance service on their new line.

(See Exhibit 1)

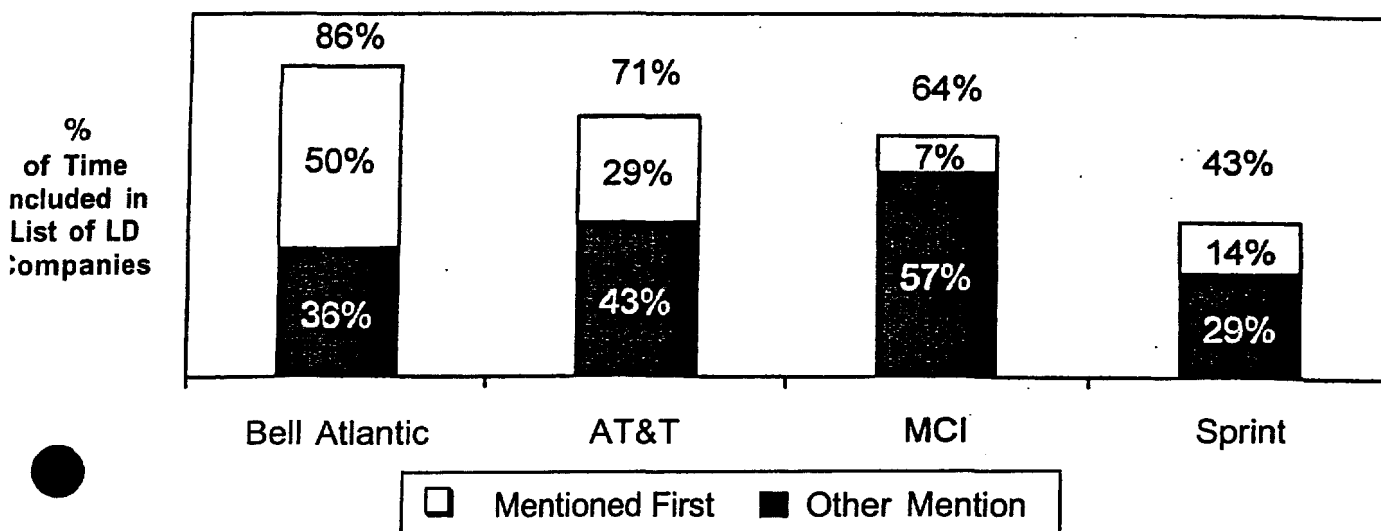
***Did the Bell Atlantic rep offer to read a list of available LD providers, independent of the caller's request to hear a list?***

- The Bell Atlantic representatives very rarely (5%) offer to read a list of companies available to provide long distance service on the new line.
  - Even when the Bell Atlantic representatives indicate that a choice of LD providers is available, a list of the available options is only read in 15% of the cases.

	<u>Total %</u>	<u>Total #</u>
<u>Rep indicated that there is a choice of LD companies</u>	<u>36%</u>	<u>94</u>
Rep offered to read list of companies	5%	14
Rep did not offer to read list of companies	95%	247
Rep did not indicate that there is a choice of LD companies	64%	167

(See Exhibit 1)

- When a list of LD carriers is provided, Bell Atlantic is part of that list more often than any other LD company. Bell Atlantic is included on the list 86% of the time; 50% of the time Bell Atlantic is mentioned first and only once is Bell Atlantic mentioned last. Most typically, the list includes some combination of the major LD players in addition to Bell Atlantic - AT&T, MCI, Sprint.





***Did Bell Atlantic market its LD service for the caller's primary line?***

- Overall, in approximately one quarter (26%) of the calls, the Bell Atlantic rep indicated knowledge of which LD company was being utilized for the caller's primary line.
- In 5% of the calls, the rep attempted to convince the caller to switch the primary phone line to Bell Atlantic for LD service. This was done fairly comparably, regardless of whether or not the rep indicated knowledge of the LD provider on the existing line.

	<u>Total %</u>	<u>Total #</u>
<u>Rep asked caller to switch primary line to Bell Atlantic LD</u>	<u>5%</u>	<u>13</u>
Rep indicated knowledge of LD PIC	3%	8
Rep did not indicate knowledge of LD PIC	2%	5

(See Exhibit 2)

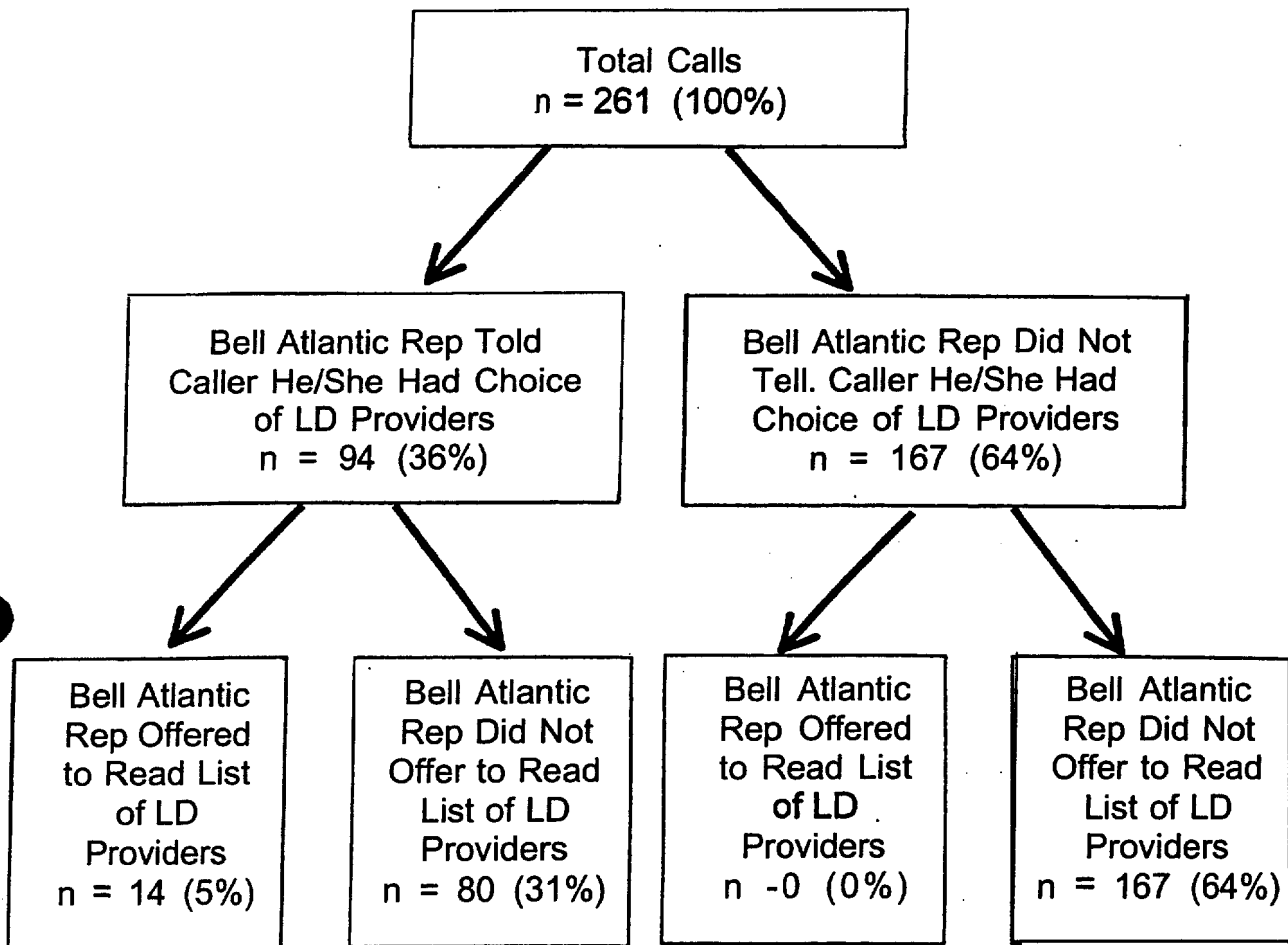
- In most instances (10 out of 13), when soliciting Bell Atlantic LD service for the primary line, the rep came right out and asked "Do you want to switch your other line to Bell Atlantic also?" Other ways of trying to persuade customers to switch to Bell Atlantic for their primary line included:

"Bell Atlantic could match MCI's 10¢ per minute."

"Depending on how many long distance calls you make, it might be to your advantage to switch."

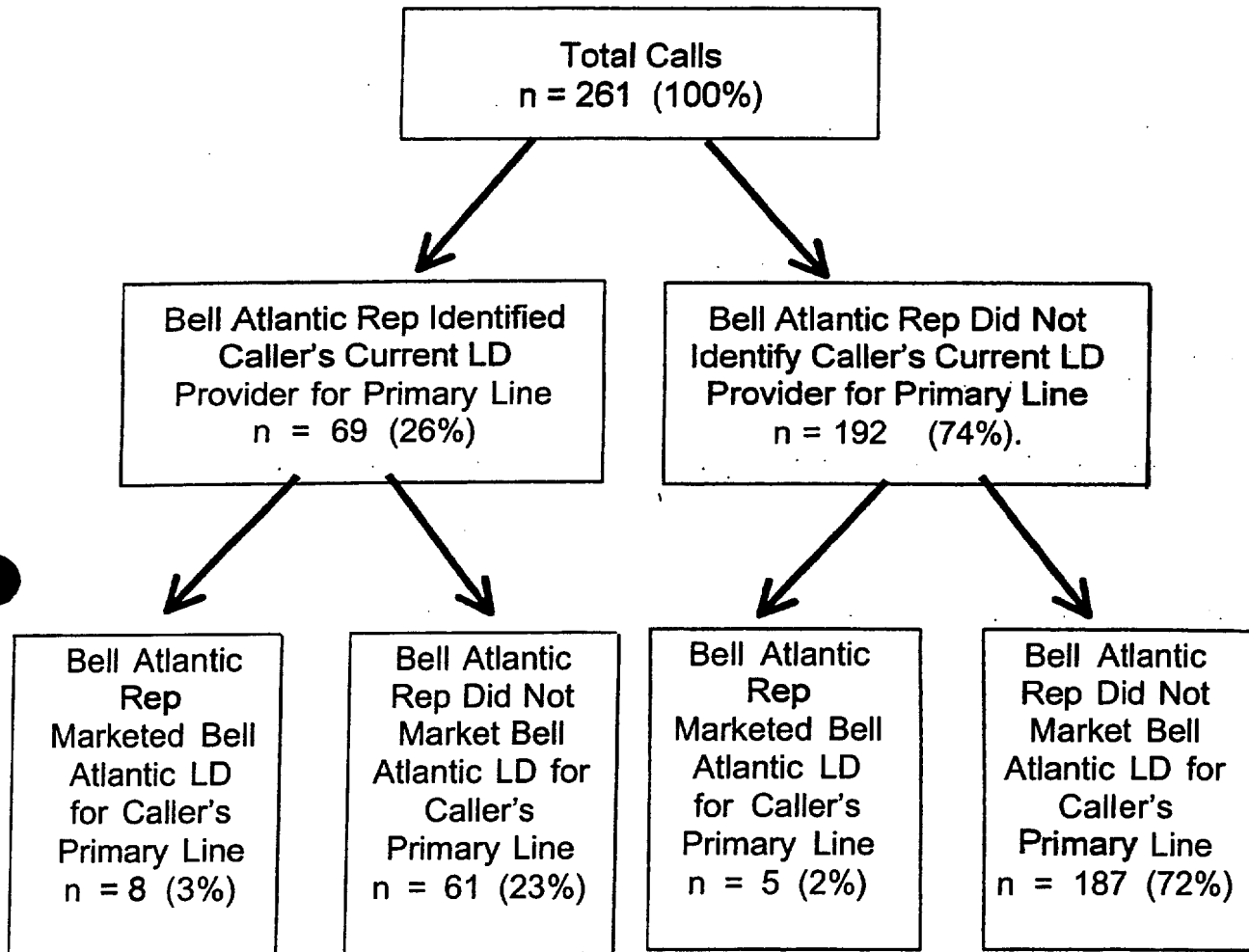
"Are you aware that another carrier had your long distance? We could take care of that for you at a flat rate – no charges unless you used long distance service."

**Exhibit 1**  
**Were Callers Informed of Their LD Provider Choices?**



## Exhibit 2

### Did Bell Atlantic Utilize Knowledge of Customer LD Provider on Primary Line?



## APPENDIX

**AT NO TIME DURING THIS CALL ARE YOU TO ASK WHICH LONG DISTANCE COMPANIES ARE AVAILABLE FOR THE NEW LINE.**

Elrick & Lavidge  
Mack Centre II  
One Mack Centre Drive  
Paramus, NJ 07652  
(201) 599-0755

Project # 15 1-07745  
March 7, 2000

**TEST CALL - ADDITIONAL LINE**

1. **RECORD YOUR TELEPHONE NUMBER: ( \_ \_ ) - \_ \_ - \_ \_ \_ \_**
2. **RECORD DATE OF CALL: 3 / / 00 RECORD TIME CALL BEGAN: \_ : \_ am/pm**  
**RECORD TIME CALL ENDED: \_ : \_ am/pm**
3. **DIAL THE NUMBER FOR BELL ATLANTIC "RESIDENCE SERVICE" OR OTHER APPROPRIATE CATEGORY THAT IS FOUND IN YOUR LOCAL BELL ATLANTIC PHONE BOOK. RECORD THE NUMBER DIALED:**  
**( \_ \_ \_ ) - \_ \_ \_ - \_ \_ \_ \_**

**WHEN REP ANSWERS, ASK THE FOLLOWING QUESTIONS AND RECORD THE REP'S RESPONSES.**

4. **RECORD REP'S NAME IF PROVIDED. (IF NOT PROVIDED - - DO NOT ASK)**

\_\_\_\_\_

5. SAY: "I want to add another phone line in my home."

- IF REP ASKS WHICH LONG DISTANCE COMPANY YOU WANT, DO NOT SELECT A COMPANY. INSTEAD, SAY: "Oh, I'm not sure."
- IF REP ASKS IF YOU WOULD LIKE BELL ATLANTIC AS YOUR LONG DISTANCE CARRIER ON YOUR NEW LINE, SAY: "OK".
- IF REP ASKS WHICH LONG DISTANCE COMPANY YOU CURRENTLY USE. SPECIFY YOUR CURRENT LONG DISTANCE COMPANY.

IF REP ASKS IF YOU WOULD LIKE TO HAVE THE SAME LONG DISTANCE COMPANY FOR YOUR NEW LINE AS YOU HAVE FOR YOUR PRIMARY LINE, SAY: "No, let's deal with this line differently."

(RECORD REP'S RESPONSE VERBATIM, INCLUDING ALL QUESTIONS ASKED AND STATEMENTS MADE. BE SURE TO RECORD ALL QUESTIONS ASKED AND STATEMENTS MADE REGARDING WHICH COMPANY WILL PROVIDE LONG DISTANCE SERVICE ON YOUR NEW LINE.)

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CIRCLE "YES" OR "NO" FOR EACH OF THE FOLLOWING BASED ON INFORMATION PROVIDED BY REP.

	YES	NO
a) Rep asked which long distance company was desired for new line	1	2
b) Rep indicated (without you prompting) that you have a choice of companies to provide long distance service for your new line	1	2
c) Without prompting, rep offered to provide (or read) a list of available long distance companies	1 → (SAY "Yes, please" AND ANSWER QUESTION 6 AND 7)	2
d) Rep provided the name of only Bell Atlantic for long distance service on your new line	1 → (SAY: "OK")	2
e) Rep indicated which long distance company you use for your existing phone line(s)	1	2
f) Rep asked if you wanted to switch your existing phone line(s) to Bell Atlantic for long distance service	1 → (SPECIFY EXACTLY HOW REP ASKED): _____ _____ _____	2

ANSWER QUESTION 6 AND 7 IF "YES" IN QUESTION 5c.

6. Which long distance company choices were you provided? (CIRCLE ALL THAT ARE MENTIONED. IF MORE THAN ONE COMPANY IS CIRCLED, PUT A "1" NEXT TO THE COMPANY MENTIONED FIRST, A "2" NEXT TO THE COMPANY MENTIONED SECOND, ETC. IF THERE ARE TOO MANY COMPANIES LISTED FOR YOU TO RECORD, PUT A "1", "2" AND "3" NEXT TO THE FIRST 3 COMPANIES AND AN "X" NEXT TO THE LAST COMPANY.)

	<u>Order of Mention</u>
Bell Atlantic.....01	_____
AT&T.....02	_____
MCI .....03	_____
Qwest .....04	_____
Sprint .....05	_____
Other (SPECIFY 1) .....06	_____
(SPECIFY 2) .....07	_____
(SPECIFY 3) .....08	_____
(SPECIFY 4) .....09	_____

7. Did you recognize any of the company names as familiar?

Yes ..... 1  
 No..... 2

AS SOON AS THE DISCUSSION TURNS TO SCHEDULING A TIME FOR INSTALLATION OR REP BEGINS TO CONFIRM THE ORDER, SAY: "Thanks for the information, but I must check with my (INSERT FAMILY MEMBER) before you can put this order through."

**MAKE SURE REP IS NOT PROCESSING THIS ORDER.**

8. CIRCLE YOUR CURRENT LONG DISTANCE COMPANY.

AT&T ..... 1  
 MCI ..... 2  
 Sprint..... 3  
 Other (SPECIFY) ..... 4

EX PARTE OR LATE FILED



Robert W. Quinn, Jr.  
Director - Federal Government Affairs

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April 12, 2000 RECEIVED

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AT&T LRU



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**BELL ATLANTIC ADDITIONAL LINE  
TEST CALL STUDY**

**MARCH, 2000**



**AT&T**

**Customer Sciences**

### **Background and Purpose**

When adding another telephone line to the household, consumers must contact their local telephone company. At that time, they must also choose a long distance company for the new phone line.

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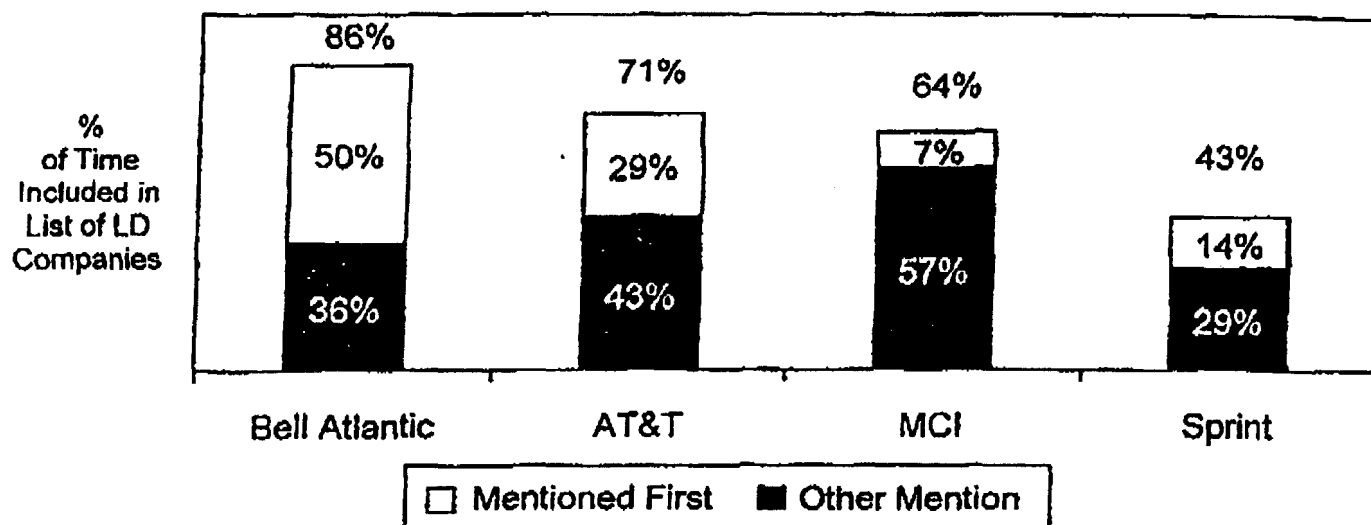
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***Did Bell Atlantic market its LD service for the caller's primary line?***

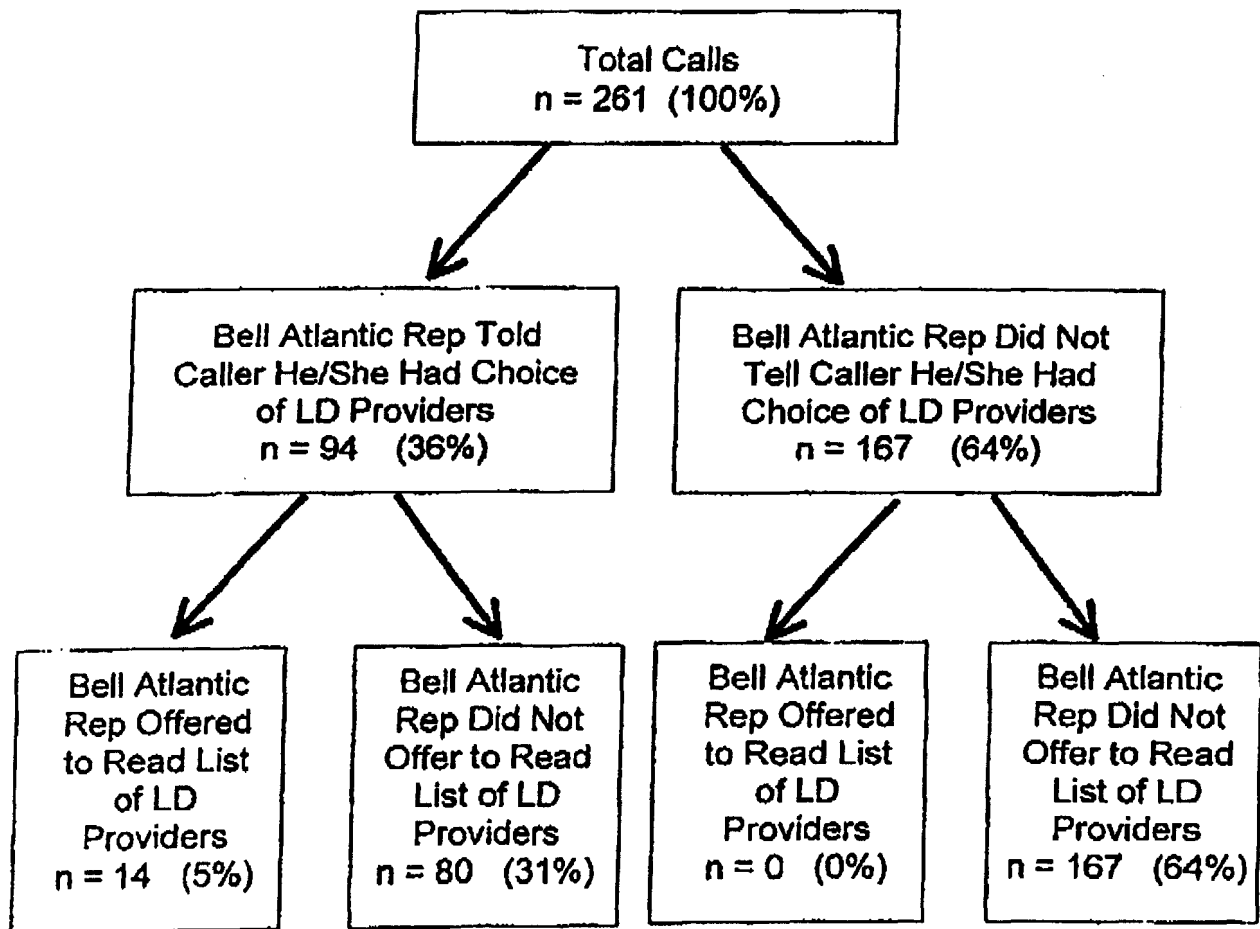
- Overall, in approximately one quarter (26%) of the calls, the Bell Atlantic rep indicated knowledge of which LD company was being utilized for the caller's primary line.
- In 5% of the calls, the rep attempted to convince the caller to switch the primary phone line to Bell Atlantic for LD service. This was done fairly comparably, regardless of whether or not the rep indicated knowledge of the LD provider on the existing line.

	<u>Total %</u>	<u>Total #</u>
<u>Rep asked caller to switch primary</u> <u>line to Bell Atlantic LD</u>	5%	13
Rep indicated knowledge of LD PIC	3%	8
Rep did not indicate knowledge of LD PIC	2%	5

(See Exhibit 2)

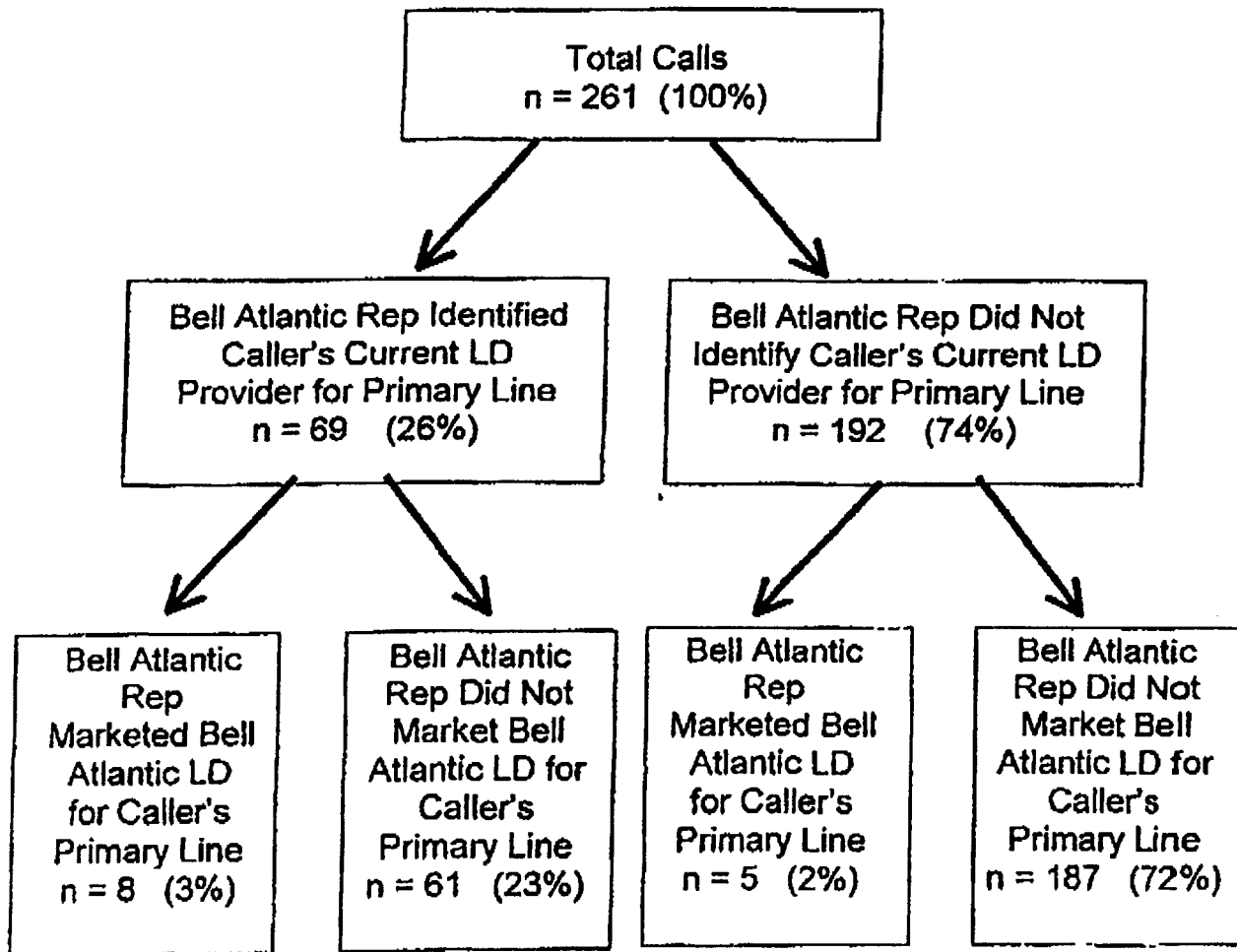
- In most instances (10 out of 13), when soliciting Bell Atlantic LD service for the primary line, the rep came right out and asked "Do you want to switch your other line to Bell Atlantic also?" Other ways of trying to persuade customers to switch to Bell Atlantic for their primary line included:
  - "Bell Atlantic could match MCI's 10¢ per minute."
  - "Depending on how many long distance calls you make, it might be to your advantage to switch."
  - "Are you aware that another carrier had your long distance? We could take care of that for you at a flat rate – no charges unless you used long distance service."

**Exhibit 1**  
**Were Callers Informed of Their LD Provider Choices?**





**Exhibit 2**  
**Did Bell Atlantic Utilize Knowledge of Customer LD Provider on**  
**Primary Line?**



## APPENDIX

AT NO TIME DURING THIS CALL ARE YOU TO ASK WHICH LONG DISTANCE COMPANIES ARE AVAILABLE FOR THE NEW LINE.

Elrick & Lavidge  
Mack Centre II  
One Mack Centre Drive  
Paramus, NJ 07652  
(201) 599-0755

Project # 151-07745  
March 7, 2000

**TEST CALL - ADDITIONAL LINE**

1. RECORD YOUR TELEPHONE NUMBER: (\_\_\_\_) - \_\_\_\_ - \_\_\_\_
2. RECORD DATE OF CALL: 3/ /00 RECORD TIME CALL BEGAN: \_\_\_\_:\_\_\_\_ am/pm  
RECORD TIME CALL ENDED: \_\_\_\_:\_\_\_\_ am/pm
3. DIAL THE NUMBER FOR BELL ATLANTIC "RESIDENCE SERVICE" OR OTHER APPROPRIATE CATEGORY THAT IS FOUND IN YOUR LOCAL BELL ATLANTIC PHONE BOOK. RECORD THE NUMBER DIALED:  
(\_\_\_\_) - \_\_\_\_ - \_\_\_\_

WHEN REP ANSWERS, ASK THE FOLLOWING QUESTIONS AND RECORD THE REP'S RESPONSES.

4. RECORD REP'S NAME IF PROVIDED. (IF NOT PROVIDED -- DO NOT ASK)

\_\_\_\_\_

5. SAY: "I want to add another phone line in my home."

- IF REP ASKS WHICH LONG DISTANCE COMPANY YOU WANT, DO NOT SELECT A COMPANY. INSTEAD, SAY: "Oh, I'm not sure."
- IF REP ASKS IF YOU WOULD LIKE BELL ATLANTIC AS YOUR LONG DISTANCE CARRIER ON YOUR NEW LINE, SAY: "OK".
- IF REP ASKS WHICH LONG DISTANCE COMPANY YOU CURRENTLY USE. SPECIFY YOUR CURRENT LONG DISTANCE COMPANY.
- IF REP ASKS IF YOU WOULD LIKE TO HAVE THE SAME LONG DISTANCE COMPANY FOR YOUR NEW LINE AS YOU HAVE FOR YOUR PRIMARY LINE, SAY: "No, let's deal with this line differently."

(RECORD REP'S RESPONSE VERBATIM, INCLUDING ALL QUESTIONS ASKED AND STATEMENTS MADE. BE SURE TO RECORD ALL QUESTIONS ASKED AND STATEMENTS MADE REGARDING WHICH COMPANY WILL PROVIDE LONG DISTANCE SERVICE ON YOUR NEW LINE.)

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CIRCLE "YES" OR "NO" FOR EACH OF THE FOLLOWING BASED ON INFORMATION PROVIDED BY REP.

	YES	NO
a) Rep asked which long distance company was desired for new line	1	2
b) Rep indicated (without you prompting) that you have a choice of companies to provide long distance service for your new line	1	2
c) Without prompting, rep offered to provide (or read) a list of available long distance companies	1 → (SAY "Yes, please" AND ANSWER QUESTION 6 AND 7)	2
d) Rep provided the name of only Bell Atlantic for long distance service on your new line	1 → (SAY: "OK")	2
e) Rep indicated which long distance company you use for your existing phone line(s)	1	2
f) Rep asked if you wanted to switch your existing phone line(s) to Bell Atlantic for long distance service	1 → (SPECIFY EXACTLY HOW REP ASKED): _____ _____	2

ANSWER QUESTION 6 AND 7 IF "YES" IN QUESTION 5c.

6. Which long distance company choices were you provided? (CIRCLE ALL THAT ARE MENTIONED. IF MORE THAN ONE COMPANY IS CIRCLED, PUT A "1" NEXT TO THE COMPANY MENTIONED FIRST, A "2" NEXT TO THE COMPANY MENTIONED SECOND, ETC. IF THERE ARE TOO MANY COMPANIES LISTED FOR YOU TO RECORD, PUT A "1", "2" AND "3" NEXT TO THE FIRST 3 COMPANIES AND AN "X" NEXT TO THE LAST COMPANY.)

	<u>Order of Mention</u>
Bell Atlantic.....	01
AT&T.....	02
MCI.....	03
Qwest.....	04
Sprint.....	05
Other (SPECIFY 1) .....	06
(SPECIFY 2) .....	07
(SPECIFY 3) .....	08
(SPECIFY 4) .....	09

7. Did you recognize any of the company names as familiar?

Yes .....1  
No.....2

AS SOON AS THE DISCUSSION TURNS TO SCHEDULING A TIME FOR INSTALLATION OR REP BEGINS TO CONFIRM THE ORDER, SAY: "Thanks for the information, but I must check with my (INSERT FAMILY MEMBER) before you can put this order through."

**MAKE SURE REP IS NOT PROCESSING THIS ORDER.**

8. CIRCLE YOUR CURRENT LONG DISTANCE COMPANY.

AT&T.....1  
MCI.....2  
Sprint.....3  
Other (SPECIFY) .....4